



ORDER

Flight Dates **09/25/12-10/01/12**

Contract / Revision **312212 /**

Original Date / Revision
09/24/12 09/24/12

Advertiser **DCCC**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

Democratic Congressional Campai

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1473**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 11% Market Value 76363

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	22%	16800
KPNX	22%	16800
KPPX	%	0
KSAZ	25%	19090
KTVK	20%	15272
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	9	\$7,140.00	\$8,400.00	0.00
Totals	9	\$7,140.00	\$8,400.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	9	\$7,140.00	\$8,400.00

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/25/12	09/28/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- TWTF - -	:30	1	\$500.00	FX	0.00 NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- TWTF - -		1		\$500.00		0.00				
N 2	KNXV	09/30/12	09/30/12	Su 6-7am GMA Su 6-7am Good Morning	CM	6am-7am	- - - - - S	:30	1	\$150.00	P-3	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	- - - - - S		1		\$150.00		0.00				
N 3	KNXV	09/25/12	09/28/12		CM	4pm-430pm	- TWTF - -	:30	1	\$800.00	P-2	0.00 NM	1	\$800.00



KNXV

Print Date: 09/24/12

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Contract / Revision **312212** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1473**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 4pm-430pm 4PM News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -					1	\$800.00		0.00			
N 4	KNXV	09/25/12	09/28/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	- TWTF - -	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -					1	\$1,200.00		0.00			
N 5	KNXV	09/25/12	09/28/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	- TWTF - -	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -					1	\$1,200.00		0.00			
N 6	KNXV	09/25/12	09/28/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	- TWTF - -	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- TWTF - -					2	\$1,500.00		0.00			
N 7	KNXV	09/30/12	09/30/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	- - - - - S	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - - - - S					1	\$1,500.00		0.00			
N 8	KNXV	09/26/12	09/28/12	M-F 430-5am M-F 430am News	CM	430-5am	- - WTF - -	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	- - WTF - -					1	\$50.00		0.00			
													Totals	9	\$8,400.00